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SPRING - - 1953

DESCRIPTIVE PRICE LIST OF

Strawberry Plants

Red Raspberries

Black Raspberries

Cultivated Blueberries

Blackberries

Asparagus

Grape Vines

Rhubarb



OUR LIBERAL GUARANTEE

We guarantee our plants to be absolutely true to name and free from disease and to reach you in good growing condition. Should any stock arrive in poor condition send signed statement from your Postmaster or Express Agent showing extent of loss or damage (within five days of receipt), and we will refill the order to the extent of the loss.

We cannot guarantee results caused by conditions over which we have no control and cannot be responsible in any case for more than the amount paid.

IMPORTANT

Many customers drive to our farm for their Plants. Our post office address is Millbury, but we are located in Sutton on the Hartford Pike, one mile East of West Sutton and 500 feet West of the Blue Jay Tavern. Ask for the Keith Farm.



Pleasant Valley Farms

Millbury, Massachusetts

Growers of

True to Name New England Grown

Choice Strawberry Plants

ORDER EARLY — AVOID DISAPPOINTMENT

GENERAL INFORMATION

We are offering this season, a list of the best selling and most reliable varieties of Strawberry Plants. The varieties have been carefully selected and all are adapted to the climate of New England and the Northern States.

Due to the dry weather of last year, Strawberry Plants and other small fruit plants are in very short supply all over the country. Send your order as soon as possible. Don't delay.

There is a big demand for plants as every one buying their berries know the high costs for the past few years. Why pay these prices, when for a small amount paid for plants you can raise your own and have them fresh from your garden, at a fraction of the cost?

Strawberries and other small fruit plants are as easy to grow as any garden vegetable and take up very little room in your garden. Decide to grow your own small fruits. You will be glad you did.

Place your order now. On receipt of one-quarter the amount plants will be reserved and shipped when you are ready for them. Balance can be paid when shipment is requested.

It is always best to order your plants and set them as early as possible. In doing so you are sure to get the varieties you want and plants set early do much better and make more new plants.

Our shipping season begins about April 1st and we can supply plants continuously from then until November. After May 25th, we advise setting Transplanted Plants which we can supply during May, June and July. Our Fall season for Potted Plants begins August 1st and continues during August, September and October.

POT GROWN STRAWBERRY PLANTS

We will have for August, September and October delivery a full assortment of Pot Grown Plants.

Catalogue will be sent on request. Ready about July 15. We do not sell Pot Grown Plants in the Spring season.

Our Plants are absolutely free from disease and insects. They are inspected by both the State and U. S. Government and are certified to be free of disease and insects. A certificate of Inspection accompanies each shipment.

REMIT by Post Office or Express Order, Personal Check or Bank Draft. Cash sent through the mail should be registered. We will ship C. O. D. until May 15th.

Acknowledgment of your order will be sent as soon as received. Notification is sent when plants are shipped.

WE PAY ALL DELIVERY CHARGES

This should be taken into consideration when comparing our prices with growers that do not ship pre-paid. The expenses of delivery of Strawberry Plants by parcel post or express is from 25 cents to 50 cents per 100 plants, depending on distance shipped. These transportation charges are prepaid by us.

Remember, the price listed is all you have to pay. We DELIVER FREE to your home by parcel post or to your express office.

Any orders you may favor us with, whether large or small, will be appreciated and will be carefully and promptly filled.

ALL VARIETIES LISTED HAVE PERFECT BLOSSOMS.

Early Strawberries

HOWARD 17 (Premier) The leading commercial variety. Most valuable variety grown. Too well known to need much description. Among the earliest to bear and continues until the late varieties are gone. Berries large, handsome, firm. An excellent shipper. Unusually productive. Does well on any soil. Plants strong and healthy and make just enough runners for a good matted row. We have a good stock of some of the finest plants we have ever grown.

PREMIER Same as Howard 17.

Prices — 25, \$1.25; 50, \$1.75; 100, \$3.00; 500, \$13.00
1,000, \$20.00; 2,000 or more, \$18.00 per 1,000

DORSETT This New berry is one of the finest recently introduced. The berry is large and very juicy with a sweet delicious flavor but not quite as sweet as Fairfax. We consider it one of the finest for commercial purposes. They make many runners and on rich land they should be thinned out. It is about as early as Howard 17 and has a long bearing season. Do not fail to try some of this excellent New variety.

Dorsett produced more berries last year than Fairfax and sold readily at retail, as did Fairfax for 5 cents per quart over Premier and other early varieties.

Prices — 25, \$1.25; 50, \$1.75; 100, \$3.00; 500, \$13.00
1,000, \$20.00

FAIRFAX We consider this New variety the finest berry for home use that has ever been introduced. The berries are large, sweet as honey and very firm. If allowed to become over ripe before picking, the berries turn dark but retain their firmness and flavor. We began picking this berry four days after Howard 17 and continued for nearly a week after Howards were gone. The plants are large and sturdy, growing a foot or more high. Does not make as many runners as Dorsett but just enough for a good fruiting bed. The berries grow on large fruit stalks holding them 8 or 10 inches from the ground. Everyone is enthusiastic about this berry. All Strawberry Growers should order some of this variety. We assure you, you will be delighted with it. Place your order at once as there will be an enormous demand for this delicious berry.

Prices — 25, \$1.25; 50, \$2.00; 100, \$3.25; 500, \$13.00
1,000, \$20.00

FAIRLAND Newest variety, a very vigorous grower. Heavy root system. Resistant to red stele. Berries large. Bright red, firmer than Howard 17. One of the best for freezing.

Prices — 25, \$1.25; 50, \$2.00; 100, \$3.25; 500, \$13.00

PATHFINDER This New variety originated in New Jersey. Berries ripen a few days after Howard 17. Is a very vigorous and healthy plant and makes just enough runners for a good bed. The berries are large, of good shape and color. The quality is good. The plant very productive. It will pay you to try some of this outstanding variety.

Prices — 25, \$1.25; 50, \$1.75; 100, \$3.00; 500, \$13.00
1,000, \$20.00

MIDLAND A new variety. Very productive. Berries large, medium red. Firm. An excellent early berry. Larger than Premier. More productive than Fairfax.

Prices — 25, \$1.25; 50, \$2.00; 100, \$3.25; 500, \$13.00
1,000, \$22.50

Mid Season

CATSKILL This comparatively new variety is a mid-season berry ripening about one week after Howard 17. The plants are large and make many runners. It does best on heavy land. The berries are very large and keep their size to the last picking. It produces enormous

quantities of fruit. Our sales of plants are very large as it has proven to be the best mid season variety originated in many years. Every grower should include it in their order.

**Prices — 25, \$1.25; 50, \$1.75; 100, \$3.00; 500, \$13.00
1,000 \$20.00; 2,000 or more, \$18.00 per 1,000**

ABERDEEN A variety of great promise. One of the most productive. Fruit large, color bright, shiny red. Plants make a fine matted row and are absolutely free from spot or blemish. We have a good supply of excellent plants and every one will do well to try this outstanding variety.

**Prices — 25, \$1.25; 50, \$1.75; 100, \$3.00; 500, \$13.00
1,000 \$20.00**

DUNLAP The universal berry. Does well everywhere. Grown very extensively throughout the country. Sure to produce a good crop of medium to large dark colored berries of excellent flavor. Fine for home use, shipping or canning. Every Strawberry grower should have this variety.

**Prices — 25, \$1.25; 50, \$1.50; 100, \$2.75; 500, \$12.00
1,000, \$18.00**

SPARKLE A new Variety. Vigorous grower and very productive. Berries Round. Excellent Quality. Medium to large in size. Color bright rich red. This new variety is worth trying. The best for Deep Freezing.

Prices — 25, \$1.25; 50, \$2.00; 100, \$3.25; 500, \$13.00

TEMPLE This new variety was originated by Professor Temple of the University of Maryland. It is a cross between Fairfax and Aberdeen and is highly resistant to red stele. Quality is the best, fine for canning, very firm, makes many new plants.

Prices — 25, \$1.25; 50, \$1.75; 100, \$3.00; 500, \$13.00

SCARLET BEAUTY (*Robinson*) This is a mid season to late new variety. Berries very large. Very sweet. Healthy Plants. Good plant maker. Heavy producer. Try some of this exceptional new variety.

Prices — 25, \$1.25; 50, \$2.00; 100, \$3.25; 500, \$13.00

Late

BIG JOE A great favorite all over the country. Healthy plants and productive. Berries dark, glossy red of fine appearance. Firm, a good shipper. Fine flavor. Reliable. Does well everywhere.

**Prices — 25, \$1.25; 50, \$1.75; 100, \$3.00; 500, \$13.00
1,000, \$20.00**

WILLIAM BELT This is an old standard variety and before Fairfax was introduced was considered the best quality of any berry grown. It is a heavy bearer of large berries of the very finest quality. Best for home use, a little too soft for shipping. Does best on high land as it is subject to leaf spot on wet soil.

Prices — 25, \$1.25; 50, \$1.75; 100, \$3.00; 500, \$13.00

RED STAR A new variety originated by the U. S. Dept. of Agriculture. A cross between Fairfax and Chesapeake. The berries are extra large, very sweet, almost as sweet as Fairfax but not as firm. The plant is large, with dark green foliage. It does best on moist soil. This is one of the best late varieties we have seen in years.

**Prices — 25, \$1.25; 50, \$2.00; 100, \$3.25; 500, \$13.00
1,000, \$22.50**

FAIRPEAKE A New introduction. A cross of Fairfax and Chesapeake. Later than Chesapeake. Vigorous plant growth. Taller than Fairfax. Quality equal to Fairfax. Does best on moist soil as do all late varieties.

Prices — 25, \$1.25; 50, \$2.00; 100, \$3.25; 500, \$13.00

GANDY An old standard variety. Very late. Does best on low springy soil. Large, firm, an excellent shipper. Makes plants freely. A very valuable late variety.

Prices — 25, \$1.25; 50, \$1.75; 100, \$3.00; 500, \$13.00
1,000, \$20.00

Everbearing Varieties

We make a Specialty of Everbearing Strawberry Plants.

Plants set in April or May will bear the same year set, starting in early August and will continue to bear until the ground freezes about Nov. 1.

GEM We have fruited this new variety for several years and find it superior to Mastodon in many respects. The berries are about as large as Mastodon and run more even in size. The quality is better, the berries having a sweet and delicious flavor and are very firm. The Plants have less foliage which allows the berries to ripen evenly all over. It stands dry weather better than Mastodon. We are sure you will be pleased with it.

Prices — 25, \$1.50; 50, \$2.75; 100, \$5.00; 500, \$22.50;
1,000, \$39.00

MASTODON The berries are extra large and hold their size well. Will bear from August 1st until the ground freezes. Also a large crop the following Spring. We have some extra fine plants this season. Place your order early as we are always sold out before the season ends.

Prices — 25, \$1.50; 50, \$2.75; 100, \$5.00; 500, \$22.50;
1,000, \$39.00

SUPERFECTION Newest and best of the Everbearers. Berries are large, roundish, of deep red color. Delicious in flavor.

Prices — 25, \$1.50; 50, \$3.00; 100, \$5.50; 500, \$22.50

STREAMLINER New. Berry extremely sweet. Bright red. Large and very firm. Healthy foliage. Makes new plants freely.

Prices — 25, \$1.50; 50, \$3.00; 100, \$5.50; 500, \$22.50

Transplanted Plants

In June and July we advise setting TRANSPLANTED Plants. These we set very early in the Spring and the transplanting sets them back in growth of leaves from four to six weeks. The roots send out small rootlets to which the soil adheres when taking them up and they can be safely set in June or July and will start growing at once and will grow as good a bed of new plants as those set earlier in the season.

Prices on Transplanted Strawberry Plants. Add 75 cents per 100 to regular prices as listed.

Red Raspberries

CHIEF New. Very early, ten days earlier than Latham. Excellent quality. Heavy yielder and a good shipper. Vines hardy.

Prices — 25, \$3.50; 50, \$6.50; 100, \$12.50

LATHAM Somewhat later than Cuthbert. Berries extra large. Enormous yielder. Vines very hardy and stand the winters well.

Prices — 25, \$3.50; 50, \$6.50; 100, \$12.50

INDIAN SUMMER (*Everbearing*) A new variety bearing a full crop early in July and an immense crop in the Fall. Extra large, glossy red berries. Rich flavor. Best of the Everbearers.

Prices — 25, \$3.75; 50, \$7.00; 100, \$13.50

TAYLOR New. Large size, oblong shaped berries, does not crumble. Delicious flavor.

Prices — 25, \$3.50; 50, \$6.75; 100, \$13.00

Black Raspberries

CUMBERLAND Mid Season. The largest black cap and best mid season variety. Heavy yielder. Berries large, firm and with a delicious flavor.

Prices — 25, \$3.25; 50, \$6.00; 100, \$11.75

Blackberries

ALFRED Most valuable variety for home use or market. Rich flavor. The best yielder and best quality of all Blackberries.

Prices — 25, \$3.50; 50, \$6.25; 100, \$12.00

Rhubarb

MYATTS LINEAUS: Each 25 cents; 6, \$1.25; 12, \$2.25
STRAWBERRY RHUBARB: (Macdonald) 75 cents each.

Asparagus

MARY WASHINGTON Considered the best variety grown. It is rust resistant and was introduced by the U. S. Department of Agriculture. Our stock is first class. Long healthy roots and heavy crowns. You cannot get better at any price.

Prices —

One Year No. 1: 25, \$1.25; 50, \$2.25; 100, \$4.00

Two Year No. 1: 25, \$1.75; 50, \$3.25; 100, \$6.00

Three Year No. 1: 25, \$2.50; 50, \$4.50; 100, \$8.75

Cultivated Blueberries

There is a big demand for these delicious Blueberries. Plants last a lifetime. Easy to grow. Require an acid soil. For best results, set two or more varieties to cross pollinate.

All varieties are introductions of United States Department of Agriculture — Cabot (Early), Rancocas (Mid Season), Rubel (Mid Season), Jersey (Late).

Three Year Plants: 12" to 18", \$1.75 Each; 6, \$9.00; 12, \$16.00

BEARING AGE, Two to three feet, \$2.00

Grape Vines

Two Year No. 1 Vines:

CONCORD (*Blue*) The most extensively planted grape in America. Bunch and berry large. Medium early. Healthy, hardy and productive.

Prices — Each 50 cents. 10, \$4.50

DELAWARE (*Red*) The standard of excellence. Bunch and berry medium. Flesh, juicy and very sweet. Ripens with or before Concord.

Prices — Each 70 cents. 10, \$6.50

NIAGARA (*White*) A magnificent grape. Berries large. Quality very good. Large bunches. Ripens with Concord. Very productive.

Prices — Each 60 cents. 10, \$5.50

WORDEN (*Black*) An excellent grape. Hardy, healthy and productive. A week or more earlier than Concord. Sweet. Large bunches and berries.

Prices — Each 60 cents. 10, \$5.50

FREDONIA (*Black*) A new early black grape. Berries large with excellent flavor. Ripens 10 days before Concord.

Prices — Each 60 cents. 10, \$5.50

All prices on Raspberries, Blackberries, Blueberries, Asparagus, Grape Vines and Rhubarb are for free delivery to your home or Express Office.

A Few Testimonials From Pleased Customers

Litchfield, Conn.

Gentlemen:

Just a word to let you know how pleased I am with those strawberry plants you sent me recently. They had the best root systems of any I have received for a long time—at least ten years. What a contrast to some purchased from a Southern firm. Right now, your plants, set out three weeks later than those from the South, are two inches taller. All have had the same care. Only sorry I did not run across your address years before.

Your count was very generous, and the plants were wrapped with extreme care. Thanks very much.

* * *

West Brookfield, Mass.

Dear Sirs:

Strawberry plants arrived in fine shape and you would hardly know they had been transplanted in my garden.

Thanks for such nice large plants.

* * *

Brookhaven, N. Y.

Dear Sirs:

Strawberry plants arrived yesterday P.M. I am well pleased with them as they were well packed.

* * *

Ashfield, Mass.

Dear Sirs:

Just to tell you I did not lose a single strawberry plant!

* * *

Andover, Conn.

Dear Sirs:

Received the strawberry plants a week ago. They were in wonderful condition. Thank you.

* * *

Pittsfield, N. H.

Gentlemen:

Please send the price list of 300-500 Gem plants (field grown) the same that we received last year. Your Gem plants were the best I have ever had. I bought some from another firm at the same time, your plants were 100%. They had the same dry season, but yours produced a good crop of berries in the Fall. The other Firms did not produce anything but a few runners.

Pleasant Valley Farms

STRAWBERRY PLANT GROWERS
Millbury, Massachusetts

TO

U. S. Dept. of Agriculture,

Washington 25

D. C.

Library

Sec. 34.66, P. L. & R.

L I B R A R Y
R E C E I V E D
★ FEB 24 1953 ★

U.S. Department of Agriculture